

We claim:

1. A method of displaying an ad on a video replay system, comprising:  
determining that the system should enter pause mode;  
obtaining an ad;  
displaying the ad on a display of the video replay system during  
pause mode.
2. The method of claim 1, further comprising:  
allowing the user to set a time delay;  
displaying the ad after the user-set time delay has elapsed.
3. The method of claim 2, wherein the user-set time delay is zero seconds.
4. The method of claim 2, wherein the user-set time delay is greater than  
zero seconds.
5. The method of claim 1, wherein the ad is a commercial ad.
6. The method of claim 1, wherein the ad is a user-selected picture.
7. The method of claim 1, wherein the ad is a user-selected still  
photograph.
8. The method of claim 1, wherein the ad is a user-selected video clip.
9. The method of claim 1, wherein the ad is a still commercial ad.
10. The method of claim 1, wherein the ad is a commercial ad containing  
a video clip.

11. The method of claim 1, wherein the ad is a video animation.

12. The method of claim 1, wherein determining that that the system should enter pause mode includes detecting that the user has pressed a pause button.

13. The method of claim 1, wherein the ad is obtained from an ad placement engine.

14. The method of claim 1, wherein the ad is obtained from external storage.

15. The method of claim 1, wherein the ad is downloaded from a computer connected to the video replay unit.

16. The method of claim 1, further comprising displaying a pause banner during pause mode.

17. The method of claim 1, wherein the ad is a full-page ad.

18. The method of claim 1, wherein the ad occupies less than all of the display.

19. An apparatus that displays an ad on a video replay system, comprising:

software configured to determine that that the system should enter pause mode;

software configured to obtain an ad;

software configured to display the ad on a display of the video replay system during pause mode.

20. A computer program product, having computer instructions stored thereon to cause a computer to perform a method comprising:

determining that that the system should enter pause mode;

obtaining an ad;

displaying the ad on a display of the video replay system during pause mode.